

**SYSTEM AND METHOD FOR
BRAND NAME GIFT CARD EXCHANGE**

ABSTRACT

The present invention provides for exchanging a gift card. Data associated with a first gift card is provided. The data associated with the first gift card is validated.

5 Either a money rebate associated with the first gift card, or a second gift card is selected. The first gift card is exchanged for either a money rebate or the second gift card. An exchange fee is generated by both the vendor associated with the gift card and the company performing the exchange.